REMARKS

I. STATUS OF THE CLAIMS

New claims 7-11 are added herein. Support for the claims is found, for example, on page 8, line 21 through page 10, line 12 and page 11, line 2 through page 12, line 24, of the application.

In view of the above, it is respectfully submitted that claims 1-11 are currently pending.

II. REJECTION OF CLAIMS UNDER 35 U.S.C. § 102(b) AS BEING ANTICIPATED BY YAMADA ET AL. (2001/0033263)

Amended claim 1 recites applying plural kinds of sustain pulses having different voltage waveforms for at least one sustain period of a sub-field and adjusting a number of sustain pulses in each of the plural kinds of voltage waveforms according to a weight of luminance set for the at least one sustain period of the corresponding sub-field, wherein the plural kinds of sustain pulses bring light emissions that differ from one another. Yamada fails to anticipate the present invention as recited, for example, in amended claim 1.

Amended claim 1 recites "plural kinds of sustain pulses having different voltage waveforms ... wherein the plural kinds of sustain pulses bring light emissions that differ from one another." The sustain pulses are applied "for at least one sustain period of a sub-field." Conversely, Yamada discloses a technique of writing image data to keep the average luminance within a certain range so as to reduce the power required to drive the first electrode. See pages 3-4, paragraphs [0023] and [0024], of Yamada.

The Examiner also contends that the illumination waveform and discharge illumination waveform of Fig. 11 teaches "using plural kinds of application voltage waveforms." See page 2 of the Office Action and Fig. 11 of Yamada. However, Fig. 11 of Yamada makes it clear that the reference numeral 1101 shows the illumination waveform on a data electrode. Further, Fig. 11 and paragraph [0012] of Yamada make it clear that the reference numeral 1102 shows the illumination caused by a write discharge and data sustain discharge occurring in the cells to which information should be written. The waveform 1102 disclosed in Yamada is not a sustain pulse. Amended claim 1 clearly recites that plural kinds of sustain pulses having different voltage waveforms are applied for at least one sustain period of a sub-field. Amended claim 1 also recites that a number of sustain pulses in each of the plural kinds of voltage waveforms is adjusted according to a weight of luminance set for the at least one sustain period of the corresponding sub-field, wherein the plural kinds of sustain pulses bring light emissions that

Serial No. 10/799,663

Thus, Yamada neither discloses a sustain period nor a sustain pulse and fails to anticipate amended claim 1 under 35 U.S.C. § 102(b) for at least the reasons above.

The above comments are specifically directed to claim 1. However, it is respectfully submitted that the comments would be helpful in understanding various differences of various other claims over the cited reference.

In view of the above, it is respectfully submitted that the rejection is overcome.

III. ALLOWABLE SUBJECT MATTER

The applicant notes that the Examiner has indicated that claims 4 and 5 are objected to as being dependent upon a rejected base claim, but would be allowable if written in independent form.

IV. CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early Notice of Allowance is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: 3/29/2007

Michael A. Leonard II

Registration No. 60,180

1201 New York Avenue, NW, 7th Floor

Washington, D.C. 20005 Telephone: (202) 434-1500 Facsimile: (202) 434-1501